



Agenda

SONOMA COUNTY WINEGRAPE COMMISSION MARKETING COMMITTEE MEETING

**TUESDAY, September 19, 2006, at 3:00 p.m.
420 Aviation Blvd, Ste 106, Santa Rosa**

- I. Call to order by Barb Stiling
- II. Approve minutes of last meeting.
- III. Chairman's report:
- IV. Administrative Issues:
 - Updates on hiring process & candidates for Marketing Director.
- V. Activities Authorized by Commission Law:
 - Market Research
 - Sonoma County on wine labels – Meet with winery representatives
 - Other research needs
 - Market Development
 - Prioritize efforts in preliminary 5-year plan.
 - Target audience priorities
 - Messaging
 - Assess competition
 - Communications needs to growers
 - Wine Club option.
 - Advertising in Sonoma County Tourism Guide.
 - Website development

All agenda items are subject to discussion and possible action. For more information, please contact Nick Frey at the Commission office at 707-206-0603. This notice and agenda is available on the Internet at www.cdfa.ca.gov/mkt/mkt/index.asp or www.sonomawingrape.org.

- Logo: taglines
- Harvest Fair booth

VI. Issues and scheduling for next meeting

- Marketing Committee, October 17, 3:00 p.m., SCWC
Offices, 420 Aviation Blvd, Ste 106, Santa Rosa

VII. Adjourn

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